

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----050722Z 063216 /13

R 050600Z APR 77

FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

INFO SECSTATE WASHDC 7473

UNCLAS SINGAPORE 1441

USDOC FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: COUNTRY COMMERCIAL PROGRAM, SINGAPORE: PRELIMINARY INPUT FOR  
FY '79.

REF: A. STATE 044899 B. 76 SINGAPORE A-131 C. CLUSEN/EARLE LETTER OF  
MARCH 10, 1977.

1. LISTED BELOW ARE EMBASSY'S PROPOSED CAMPAIGNS  
AND OTHER SPECIAL POST EFFORTS FOR FY 79 CCP, AS REQUESTED  
REFTEL.

2. SECTION III CAMPAIGN ACTIVITIES FOR FY 79 ARE AS FOLLOWS:

3. CAMPAIGN #1, PRIORITY #3:

TITLE: MARITIME USA

OBJECTIVE/RATIONALE: SHIPBUILDING/SHIP REPAIRING  
IS SINGAPORE'S SECOND LARGEST INDUSTRY. IN ADDITION,  
SINGAPORE IS A LARGE SHIPPING/LOGISTICS CENTER,  
BY VIRTUE OF ITS STRATEGIC LOCATION, BUSY PORT,  
AND SUPPORT BASES FOR PETROLEUM INDUSTRY. TO  
ADEQUATELY EXPLOIT THESE MARKETS, EMBASSY PROPOSES  
OFFSITE EXHIBIT INCLUDING SUCH PRODUCT AREAS AS  
MARINE ELECTRONICS, PROPULSION SYSTEMS, COMMUNICATIONS  
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AND SHIPBUILDING/SHIP REPAIR EQUIPMENT. SINGAPORE  
SHIPBUILDING INDUSTRY SHOULD BE ON UPSWING AGAIN  
BY FY '79, AS TANKER GLUT IS WORKED OFF AND AS  
RECOVERY IN REGIONAL OIL EXPLORATION STIMULATES  
DEMAND FOR NEW RIGS, SUPPLY BOATS, TENDERS ETC.  
WCAG ATTENTION IS CALLED TO EXPRESSIONS OF STRONG  
POST FEELING (REPAIR AND CLUSEN/EARLE LETTER)

THAT TIME HAS COME FOR OFFSITE EXHIBIT IN SINGAPORE (IF NOT ON THIS THEME, THEN PERHAPS ON METALWORKING OR CONSTRUCTION EQUIPMENT). SINGAPORE HAS MANY EXCELLENT FACILITIES FOR HOLDING OFFSITE EVENTS (SEE 76 SINGAPORE A-117).

4. CAMPAIGN #2, PRIORITY #2:

TITLE: PUMPS, VALVES, AND COMPRESSORS

OBJECTIVE/RATIONALE: THIS IMPORTANT CATEGORY OF SUPPORT EQUIPMENT HAS BEEN RECORDING HIGH GROWTH IN RECENT YEARS. U.S. PRODUCTS ARE HIGHLY COMPETITIVE, ESPECIALLY IN LARGER RANGE OF EQUIPMENT. AN EXPECTED UPTURN IN REGIONAL OIL EXPLORATION, ALONG WITH CONTINUED HIGH LEVEL OF CONSTRUCTION ACTIVITY AND SOME REVIVAL OF SHIPBUILDING, PROMISE LARGE RETURNS FROM PROMOTION OF THIS THEME IN FY 79.

5. CAMPAIGN #3, PRIORITY #4:

TITLE: COMPUTERS AND RELATED EQUIPMENT

OBJECTIVE/RATIONALE: THIS WILL BE A TIMELY REPEAT OF POST'S SEPTEMBER, 1976 EXHIBITION THIS THEME, AND IS ONE OF USDOC TARGET INDUSTRIES SINGLED OUT FOR PROMOTIONAL EMPHASIS IN FY 79. IN ADDITION TO SMALL BUT QUICKLY GROWING SINGAPORE MARKET, THIS THEME HAS PROVEN TO HAVE SUBSTANTIAL REGIONAL DRAW. PROMOTION OF THEME IN FY 79 SHOULD SOLIDIFY U.S. SUPPLIER POSITION IN THIS VERY COMPETITIVE MARKET.

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6. CAMPAIGN #4, PRIORITY #5:

TITLE: PRINTING AND PACKAGING EQUIPMENT

OBJECTIVE/RATIONALE: THIS EXHIBIT IS DESIGNED TO COMPLEMENT, BUT NOT DUPLICATE, PRINTING AND GRAPHIC ARTS EQUIPMENT EXHIBIT IN APRIL '77 AND FOOD PROCESSING EXHIBIT IN DECEMBER, '77. THUS, IT SHOULD LITERALLY BE A PRINTING-FOR-PACKAGING AND PACKAGING EQUIPMENT SHOW. THE SINGAPORE MARKET IS STILL SMALL, BUT WITH INCREASING AUTOMATION, OFFERS STEADY GROWTH IN DEMAND FOR THIS EQUIPMENT OVER THE NEXT FIVE YEARS. FOOD PROCESSING IS ONE OF SINGAPORE'S LARGEST INDUSTRIES, AND AN EXHIBIT IS THE MOST APPROPRIATE WAY TO REACH THE LARGE NUMBER OF POTENTIAL EQUIPMENT USERS.

7. ALTERNATE THEMES (IN ORDER OF RECOMMENDED PRIORITY):

8. TITLE: BUILDING SUPPLIES, FIXTURES, AND EQUIPMENT.  
THE BUILDING SECTOR IS, FAR AND AWAY, SINGAPORE'S  
SINGLE LARGEST MARKET FOR IMPORTS. THE SHEER  
SIZE OF THE MARKET (OVER US\$1 BILLION) CALLS  
FOR CONTINUED STRONG PROMOTION OF THIS THEME.  
AN EXHIBIT IN LATE FY 79 WOULD BE A TIMELY  
FOLLOWUP TO THE SEPTEMBER, 1977 BUILDING PRODUCTS  
AND SYSTEMS EXHIBIT.

9. TITLE: ELECTRICAL POWER. HISTORICALLY,  
THIS CATEGORY REPRESENTS ONE OF THE LARGEST AND  
FASTEST GROWING MARKETS FOR U.S. EXPORTS. END-  
USER SECTORS (SHIPBUILDING, OIL EXPLORATION,  
AND CONSTRUCTION) ARE ALL EXPECTED TO BE GENERATING  
(NO PUN INTENDED) STRONG DEMAND FOR THIS CATEGORY  
OF EQUIPMENT.  
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10. TITLE: AVIATION AND AVIONICS.  
ALTHOUGH FY 79 EXHIBITION WAS RECOMMENDED EARLIER  
BY THE POST, WE CONTINUE TO HAVE DOUBTS AS  
TO WHETHER OR NOT THIS THEME IS BROAD ENOUGH  
TO BE VIABLE SHOW, OR WHETHER TECHNICAL SEMINAR  
MIGHT NOT BE MORE APPROPRIATE PROMOTIONAL VEHICLE.  
THEREFORE WISH TO RECOMMEND THIS THEME BE ASSIGNED  
TO ALTERNATE STATUS PENDING RESEARCH RESULTS.

11. OTHER ALTERNATE CAMPAIGN SUGGESTIONS  
GIVEN IN LATEST BEST PROSPECTS REPORT (REFAIR),  
AND CLAUSEN/EARLE LETTER OF MARCH 10.

12. SECTION IV, OTHER SPECIAL POST EFFORTS:

13. ACTIVITY #1, MAJOR PROJECTS PRIORITY #1  
DESCRIPTION/JUSTIFICATION: MAJOR PROJECTS WORTH  
US\$3 BILLION ARE PRESENTLY UNDER WAY OR ANNOUNCED.  
FY '79 EFFORT WILL MOST LIKELY CONCENTRATE ON ASEAN  
DIESEL PROJECT AND NEW CHANGI AIRPORT.

NOTE: ASSIGNMENT OF PRIORITY #1 TO THIS ACTIVITY  
IN NO WAY IS MEANT TO IMPLY THAT BASIC THRUST OF  
POST CCP EFFORT WILL BE IN MAJOR PROJECT AREA.  
POST SEEKS BALANCE BETWEEN MAJOR PROJECTS AND TRADE  
SHOWS, REFLECTING DIFFERENT OPPORTUNITIES PRESENTED  
IN THE MARKET. HOWEVER, MAJOR PROJECT OPPORTUNITIES  
TAKEN TOGETHER WOULD SEEM TO OUTWEIGHT ANY OTHER  
INDIVIDUAL CAMPAIGN.

14. ACTIVITY #2, TECHNICAL SEMINAR PRIORITY #6  
DESCRIPTION/JUSTIFICATION: THEME TO BE DECIDED.  
POSSIBLE THEMES INCLUDE AVIATION/AVIONICS EQUIPMENT,  
AND GARMENT MANUFACTURING EQUIPMENT.

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15. OTHER SPECIAL ACTIVITIES: AS USUAL,  
EMBASSY INTERESTED IN PARTICIPATING IN CATALOG  
SHOWS AND TRADE MISSIONS ON OIM/SAD CALENDAR.  
HOWEVER, IN VIEW OF HEAVY CAMPAIGN SCHEDULE,  
EMBASSY HOPES THAT SINGAPORE SCHEDULING OF THESE  
TYPES OF PROMOTIONAL ACTIVITY AS WELL AS IOGAS  
CAN BE MINIMIZED FOR FY 79.

16. COMMENT: ABOVE RECOMMENDATION FOR  
FOUR CAMPAIGNS AND TWO SPECIAL POST EFFORTS  
REFLECT CCAG THINKING OF OPTIMAL LEVEL OF CCP  
ACTIVITY. WE ALSO CONTINUE TO HOPE AND TO URGE  
THAT, AS CCP SUBMISSIONS ARE TIED IN TO THE WASHINGTON  
BUDGET PROCESS, RESOURCES BE SET ASIDE TO REALIZE  
AT LEAST TWO REGIONAL OFFSITE EXHIBITIONS.  
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## Message Attributes

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